

# EXHIBIT 6



13515 Ballantyne Corporate Place  
Charlotte, NC 28277

**Matthew Cameron**

*Assistant General Counsel*

PH: (704) 557-8314

FAX: (704) 557-8002

E-mail: [mcameron@snyderslance.com](mailto:mcameron@snyderslance.com)

June 28, 2018

**BY E-MAIL AND UPS:**

Mr. Douglas Michael  
Founder  
Columbia County Bread and Granola  
240 Market Street  
Bloomsburg, PA 17815  
E-mail: [dougccbg@gmail.com](mailto:dougccbg@gmail.com)  
Tel.: (570) 441-4031

**PRETZEL CRISPS® Trademark**


Dear Mr. Michael:

I am writing regarding the continued use of the term "Pretzel Crisps" on Columbia County Bread and Granola's ("Columbia") Pretzel Crisps Flatbread product shown below.



In your December 27, 2017 letter to me, you acknowledged Snyder's-Lance's Snack Factory line of PRETZEL CRISPS was "a trademarked brand" and that Columbia was moving ahead with a change in packaging. You further represented that "all packaging, promotional materials and online package images will be changed as quickly as possible," within approximately one to four weeks, to completely remove the term "Pretzel Crisps."

We therefore are surprised and disappointed to see that Columbia continues to use the term “Pretzel Crisps” on the packaging of its flatbread products and in its website text, as shown below. Additionally, the web address, <https://www.columbiacountybread.com/products/pretzel-crisps-flat-bread>, includes the term “pretzel-crisps.”

COMPANY ▾ SPROUTED WHOLE GRAIN ▾ FLAX GRANOLA ▾ BULK DEALS ▾ SIGN IN 

**PRETZEL FLAT BREAD CRISPS**  
Columbia County Bread and Granola

\$ 6.00 ~~\$ 7.50~~


QTY  
1

**ADD TO CART**

*One package contains 4 ounces of our popular flat bread re-imagined as a pretzel crisp. We begin with our sprouted organic spelt, roll it very thin then mist it with a solution containing baking soda, we then add a light sprinkle of sea salt and bake for a unique and deliciously authentic pretzel snack treat.*

- 100% sprouted organic spelt.
- Low glycemic
- Low gluten
- Low salt
- Low net carbs
- No flour nor added yeast
- Low fat (no added fats or oils)

*All of our sprouted grain flat breads are low glycemic, low-carb, low-gluten and are made with certified organic spelt.*

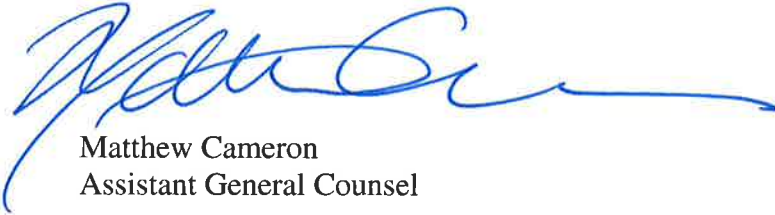


One package contains 4 ounces of our popular flat bread re-imagined as a pretzel crisp. We begin with our sprouted organic spelt, roll it very thin then



We would like to believe that you already have changed the packaging of your flatbread products to remove the term "Pretzel Crisps" and that the continued use on your website simply is an oversight. Please confirm by the end of this week that Columbia no longer is using packaging that includes the term "Pretzel Crisps" and that you will remove the images and text from your website by June 29 2018.

Very Truly Yours,

A handwritten signature in blue ink, appearing to read "Matthew Cameron", with a long horizontal flourish extending to the right.

Matthew Cameron  
Assistant General Counsel

**UPS CampusShip: View/Print Label**

1. **Ensure there are no other shipping or tracking labels attached to your package.** Select the Print button on the print dialog box that appears. Note: If your browser does not support this function select Print from the File menu to print the label.
2. **Fold the printed label at the solid line below.** Place the label in a UPS Shipping Pouch. If you do not have a pouch, affix the folded label using clear plastic shipping tape over the entire label.

**3. GETTING YOUR SHIPMENT TO UPS**

**Customers with a Daily Pickup**

Your driver will pickup your shipment(s) as usual.

**Customers without a Daily Pickup**

Take your package to any location of The UPS Store®, UPS Access Point(TM) location, UPS Drop Box, UPS Customer Center, Staples® or Authorized Shipping Outlet near you. Items sent via UPS Return Services(SM) (including via Ground) are also accepted at Drop Boxes. To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

Schedule a same day or future day Pickup to have a UPS driver pickup all your CampusShip packages.

Hand the package to any UPS driver in your area.

UPS Access Point™  
THE UPS STORE  
15105 JOHN J DELANEY DR  
CHARLOTTE, NC 28277

UPS Access Point™  
THE UPS STORE  
8334 PINEVILLE MATTHEWS RD  
CHARLOTTE, NC 28226

UPS Access Point™  
THE UPS STORE  
16011 LANCASTER HWY  
CHARLOTTE, NC 28277

FOLD HERE

MYSHELLE STRACHAN 7045578697 SL - BALLANTYNE 13515 BALLANTYNE CORPORATE PLA CHARLOTTE, NC 28277	1.0 LBS LTR	1 OF 1
<b>SHIP TO:</b> MR. DOUGLAS MICHAEL, FOUNDER (570) 441-4031 COLUMBIA COUNTY BREAD AND GRANOLA 240 MARKET STREET BLOOMSBURG PA 17815-1770		
	<b>PA 178 9-10</b> 	
<b>UPS NEXT DAY AIR</b> TRACKING #: 1Z 5R9 607 25 2923 3698		
		
BILLING: P/P		
Cost Code (Please Use Search): 60.600.70015 Reference # 2: Pretzel Crisps IP Infring. CS 20.042, WNTNW50 99 0A 04/2018		
		

**From:** Douglas Michael <dougccbg@gmail.com>  
**Sent:** Wednesday, July 04, 2018 9:16 AM  
**To:** Matthew Cameron  
**Subject:** Re: Pretzel Crisps

Hi Matt,

Got your letter - addressed your concerns. I think we're good....

So uh, you guys over there at SynderLanceHershey (is it?) still interested in taking a look at our Pretzels? I ask for two reasons - one, we'd love to partner w a company that has your marketing expertise, two., we're having to look at scaling up our production which will mean identifying the right kind of conveyor system that will allow us to penetrate much larger opportunities. This also coincides with upgrading our status to certified organic and SQF compliant.

I'm just saying, we're making some moves here with a product people are looking for that seems to satisfy dietary issues that continue to vex a growing segment of the population - we just want to be prepared to meet that demand as best we can and could use help via financing/equipment recommendations - I'd love to tour your production facility or have you guys come tour ours and see if there's any overlap or what have you...

Best (happy fourth),

Doug

On Wed, Jan 3, 2018 at 12:31 PM, Matthew Cameron <[MCameron@snyderslance.com](mailto:MCameron@snyderslance.com)> wrote:

Hi Doug –

I hope you had a wonderful holiday and thank you for your letter. We appreciate your attention to this matter and your company's respect of our trademark rights. We are certainly interested in seeing your new packaging, and would welcome the opportunity to try your products.

Best wishes for the new year!

Regards,

**Matt Cameron**

Corporate Counsel

Snyder's-Lance, Inc.

[13515 Ballantyne Corporate Place](#)

Charlotte, NC 28277

W: 704.557.8314

[MCameron@snyderslance.com](mailto:MCameron@snyderslance.com)



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**From:** Douglas Michael [mailto:[dougccbg@gmail.com](mailto:dougccbg@gmail.com)]

**Sent:** Thursday, December 28, 2017 3:53 PM

**To:** Matthew Cameron <[MCameron@snyderslance.com](mailto:MCameron@snyderslance.com)>

**Subject:** Fwd: Pretzel Crisps

Hi Matthew,

Would you please verify that you got this email and that you were able to open the attached document.

I thank you very much.

Doug

--

Doug Michael

Columbia County Bread & Granola

[570 441 4031](tel:5704414031)

[ColumbiaCountyBread.com](http://ColumbiaCountyBread.com)

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Doug Michael

Columbia County Bread & Granola

570 441 4031

[ColumbiaCountyBread.com](http://ColumbiaCountyBread.com)

Click [here](#) to report this email as spam.

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Doug Michael

Columbia County Bread & Granola

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**Matthew Cameron**

*Corporate Counsel*

PH: (704) 557-8314

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December 20, 2017

**BY EMAIL AND UPS**

Douglas Michael  
Founder  
Columbia County Bread and Granola  
240 Market St  
Bloomsburg, PA 17815  
[dougccbg@gmail.com](mailto:dougccbg@gmail.com)  
Tel. (570) 441-4031

**PRETZEL CRISPS® Trademark**

Dear Mr. Michael:

As you may know, Snyder's-Lance is the owner of the well-known PRETZEL CRISPS® brand of delicious pretzel crackers, which is marketed and sold by our subsidiary, Snack Factory. We write to object to your use of the term "Pretzel Crisps" on your Pretzel Crisps Flatbread product (shown below) and to ask that you immediately cease such use.



Since its introduction in 2004, the PRETZEL CRISPS® brand of pretzel crackers has become one of the most successful snack foods on the market. Today, PRETZEL CRISPS® pretzel crackers come in many flavors and varieties, and are available in a wide range of retail outlets

across the United States. All PRETZEL CRISPS® packages prominently feature the distinctive PRETZEL CRISPS® trademark, as shown below.



Your Pretzel Crisps Flatbread product improperly uses Snyder's-Lance's well-known, registered trademark PRETZEL CRISPS® as a generic term. We are also concerned that your use of the term "Pretzel Crisps" could confuse buyers into believing your company or your flatbread product is associated with or affiliated in some way with Snack Factory or its PRETZEL CRISPS® brand. This use of our trademark is not only confusing to consumers, it is an inappropriate use of our name and registered trademark. As such, we must ask that you cease use of our trademark.

We hope that we can resolve this matter amicably and quickly by your agreeing to immediately remove and permanently cease any and all uses of the PRETZEL CRISPS® trademark on your flatbread products. We would appreciate receiving your written response to our within 14 days. If we do not hear from you by then, we will assume that you have no intention of complying with our requests and will proceed accordingly.

Very Truly Yours,



Matthew C. Cameron, Corporate Counsel

cc: Gail Sharps Myers, General Counsel  
Debevoise & Plimpton LLP